

PROFESSIONAL SUMMARY

Creative Director/Marketer & Visual Designer with extensive experience in digital and traditional communication. Management experience of design teams up to 15 including in-house, freelancers, contractors and interns. Strategic thinker specializing in solving complex design & marketing challenges requiring brand continuity, and wide distribution for high impact.

- ▶ Experienced with corporate branding, digital design for web and UI/UX, print design for direct mail, collateral and packaging for higher education, Fortune 500 firms, emerging and startup companies.
- ▶ Experienced with online marketing strategies involving digital advertising, SEO, social media, email, and e-commerce.
- ▶ Heavily involved in strategic marketing design from top to bottom: creative direction, campaign development to video production and UI/UX.

EDUCATION

CALIFORNIA COLLEGE OF ART, Oakland, CA

Fine Art Major, 1980 - 1982

Focus on general fine art: painting, figure and anatomical drawing, printmaking, sculpture, and performance art.

- ▶ GPA: 4.0

WORK EXPERIENCE

SKAGIT VALLEY COLLEGE, Mount Vernon, WA

Strategic Marketing Specialist, 2020 - Present

Responsible for setting digital and print marketing direction for community college marketing initiatives including general quarterly and targeted marketing campaigns for SEM, boosting enrollment and expanding awareness of the college, production of college-wide photography and videography used in almost all marketing initiatives. Involved with social media strategies for main college accounts, continuing education and department specific accounts.

- ▶ Works with college cabinet and stakeholders to create marketing campaigns that communicate the new online and hybrid learning opportunities (due to COVID-19), resulting in increased enrollment in Running Start program during time of nationwide decrease of enrollment.
- ▶ Virtual presenter at national NCMPR conference regarding marketing campaigns for drama and art programs.
- ▶ Winner of regional and national NCMPR awards for design and photography.

Web Content Specialist, 2016 - 2020

Web master in charge of the front-end of community college website (skagit.edu), including the planning of content updates, creation of new sections/pages, design of marketing campaigns, and photography on the website

- ▶ Redesigned skagit.edu from the ground up using Wordpress, in the process saving the college several hundred thousand dollars, the cost to hire an outside agency. The design and production process included extensive competitor analysis, focus group testing, data analysis, stakeholder communication and management to create a compelling and dynamic website that is accessible and mobile optimized.
- ▶ Reviewed user data from Google Analytics and HotJar to optimize content, user flows and visual design.
- ▶ Initiated a yearly content calendar from which to prepare for the creation of cyclical digital and print content.
- ▶ Managed student workers, interns and freelancers to update cyclical and as-needed content edits, changes and updates to college website(s).
- ▶ Oversaw the design and maintenance of college satellite sites: foundation, library, Cruiser's College, and more—The college has 20 websites that are being redesigned over a several year timeline.
- ▶ Won numerous NCMPR awards for photography and design, including a first place national design (Paragon) award for email campaign with web landing pages to fundraise for student emergency funds.
- ▶ Developed additional role as college photographer, responsible for nearly all photography, including some video, on skagit.edu.
- ▶ Strategist and contributor to college's social media feed for Instagram, resulting in a doubling of average likes and increased number of followers. Responsible for the college's first video posts, on Instagram.

WORK EXPERIENCE (cont.)

TRAVELSMITH, Novato, CA
Senior Web Designer, 2008 - 2015

Senior Web Designer in charge of all major visual aspects of retail e-commerce site, including design and production of targeted email campaigns, individual HTML emails, homepages, gateway and landing pages, and related graphics (banners, icons, ads, etc.). Oversaw 2-4 direct reports in addition to freelance designers, interns and photographers.

- ▶ Redesigned and illustrated TravelSmith logo to meet new corporate rebranding objectives. Designed major collateral communications pieces and interior signage. This resulted in a \$60k - 90k savings for an outside agency.
- ▶ Planning of email calendar. Day-to-day design and production of HTML emails (approx 200+ per year), home and gateway pages amidst tight timelines in response in market conditions, company requirements and inventory.
- ▶ Advocate for site wide improvements—from incremental changes, and A/B testing of individual page elements and overall layout to revising whole sections for maximum profitability—strengthening the TravelSmith brand, enhancing the user experience and providing greater web development flexibility.
- ▶ Filled in on design of print catalog, collateral and press checks (local and national) as needed.

MARCUS BADGLEY DESIGN, Sebastopol, CA
Creative Director, 2001 - 2009

Creative director for a mix of large and small companies with equal emphasis on print and web design. Clients included: Safeway, Microsoft, Comcast, Photo TLC, Hotwire, IMSI, Keen, Santa Rosa Symphony.

- ▶ Safeway: Designed several lines of packaging for in-store brands including fresh salsas, frozen Asian foods and pre-made Thanksgiving dinners.
- ▶ Microsoft: Designed update look-and-feel of a complete set of widgets including drop-down menus, scroll lists, buttons, etc. for use in interactive television initiative.
- ▶ Comcast: Designed user interfaces for consumer TV “set-top boxes” which included both the design phase, which followed client branding standards and tight technical restrictions, and a comprehensive specification phase used by engineering. Refined internet applications used by TV stations to set regional program offerings.
- ▶ Hotwire: Advised executive team on visual strategies for evolving the e-commerce site resulting in a fresh look-and-feel, more efficient customer flows, and increase in revenue. Designed site-wide page grids. Provided direction to establish stronger corporate branding on website. Results: Higher click-thrus and increased
- ▶ IMSI: Designed UI/UX for Windows-based business product ORG Chart Pro. Designed product functionality, outlined user requirements and work patterns, designed the look-and-feel, specified UI behavior for engineering and produced user content including ready made templates and styles.
- ▶ Santa Rosa Symphony: Redesigned entire web site of the 4th oldest symphony in the US, based on extensive research of user profiles, market segment trends and other market data.

NIKU CORPORATION, Petaluma, CA
Web Development Manager, 2000 - 2001

Senior manager of user interface design for suite of project management web-applications. Worked with marketing and product management in writing specifications, determining items for usability testing, creating prototypes and guiding the translation of the user interface into XSL/HTML.

- ▶ Successfully integrated ABT assets, functionality and iconography into Niku look and feel post acquisition.

WORK EXPERIENCE (cont.)

ABT CORPORATION, Petaluma, CA
User Interface Manager, 1997 - 2000

Senior manager/creative director in charge of virtually all aspects of corporate imaging from UI design of software applications, corporate website and intranet, to advertising, executive presentations, packaging, user guides etc.

Responsible for the design and implementation of overall consistent look and feel for suite of Windows and browser-based project management software tools and associated print and online help documents.

Developed first in-house user interface/art department to provide solutions for web, user interface and print. Responsibilities included working with senior management to create overall corporate branding, maintaining corporate visual standards for global marketing, as well as hiring, planning, scheduling and purchasing for the UI department. Directed staff of four, in addition to freelancers and interns in meeting deadlines within budget.

- ▶ Received Award of Excellence for contributions to the company, corporate branding, being a mentor and role model.
- ▶ Designed user interfaces, that included a cross-cultural icon system for localization in Europe and Asian markets as well as for minimum impact on engineering.
- ▶ Developed look-and-feel for suite of 10 products through 3 revision cycles.
- ▶ Developed the visual identity and branding for annual conferences in US and France—3000 in attendance per.

BRODERBUND SOFTWARE, Novato, CA
Senior Computer Graphics Artist, 1995 - 1997

Art director and functional designer for productivity titles and internet projects. Responsible for all aspects of direction and management of visual look & feel, product content, scheduling, and supervision of in-house and external resources. Worked with product development to write specifications document and design new functionality. Collaborated with marketing for greater tie-in with all marketing materials and teach sales force to use product. Directed in-house staff of 6 and stable of contractors and freelancers to produce assets on time and on budget.

- ▶ The Print Shop Signature Greetings - Directed visual appearance of user interface, including the design and construction of indoor sets for photography.
- ▶ The Print Shop PressWriter - Directed all phases of best-selling productivity title including functional specifications and UI design to ready-made product content (fonts, clipart and layouts) and samples documents for advertising.
- ▶ Developed The PrintShop Connection website, edited online content and juried online competitions.

Senior Designer, 1993 - 1995

Responsible for concept development, design, and production of print materials including packaging, collateral, direct-mail, promotions, in-house materials, in-store signage, etc. Worked with senior product development and marketing to design for target demographics. Emphasis on a wide range of digital and traditional illustration techniques.

- ▶ MYST Screen Saver/Xmas Promotion - Designed CD cover and major product promotional materials ranging from end-cap displays and point-of-purchase displays to shelf-wobblers and entry forms.
- ▶ Designed packaging and collateral materials for top-selling consumer software titles including The Print Shop Deluxe, MYST, Living Books, Math Workshop, Alien Tales, and the Active Mind Series.

GRAVITY DESIGN, San Francisco, CA
Principal/Creative Director, 1985 - 1993

Principal of full-service design firm specializing corporate identity, packaging, collateral and illustration. Clients included: Broderbund, HP, IBM, Lucas Learning, McGraw Hill, NatGeo, Sci-Fi TV, Stanford University, VISA.